

Module: FMAN3000

Fashion Management

Tutor: Claire Marsh

Week 1

Introduction & Assessment Briefing

MODULE HANDBOOK



Fashion Management 2023 - 2024

MODULE LEADER

FMAN3000

Karen Hicken
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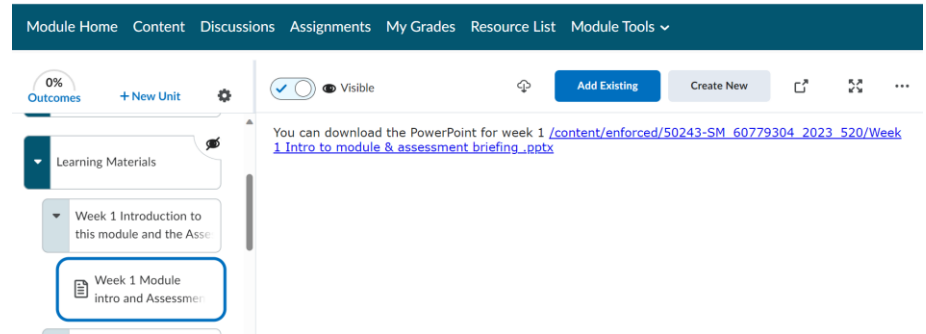


This workbook is correct at the time of writing and may be subject to change. Keep up to date by regularly checking with the latest module updates in your emails and the announcements on your Blackboard site, throughout your studies.

The module handbook is available on Learning Zone.

Please check you have access to this.

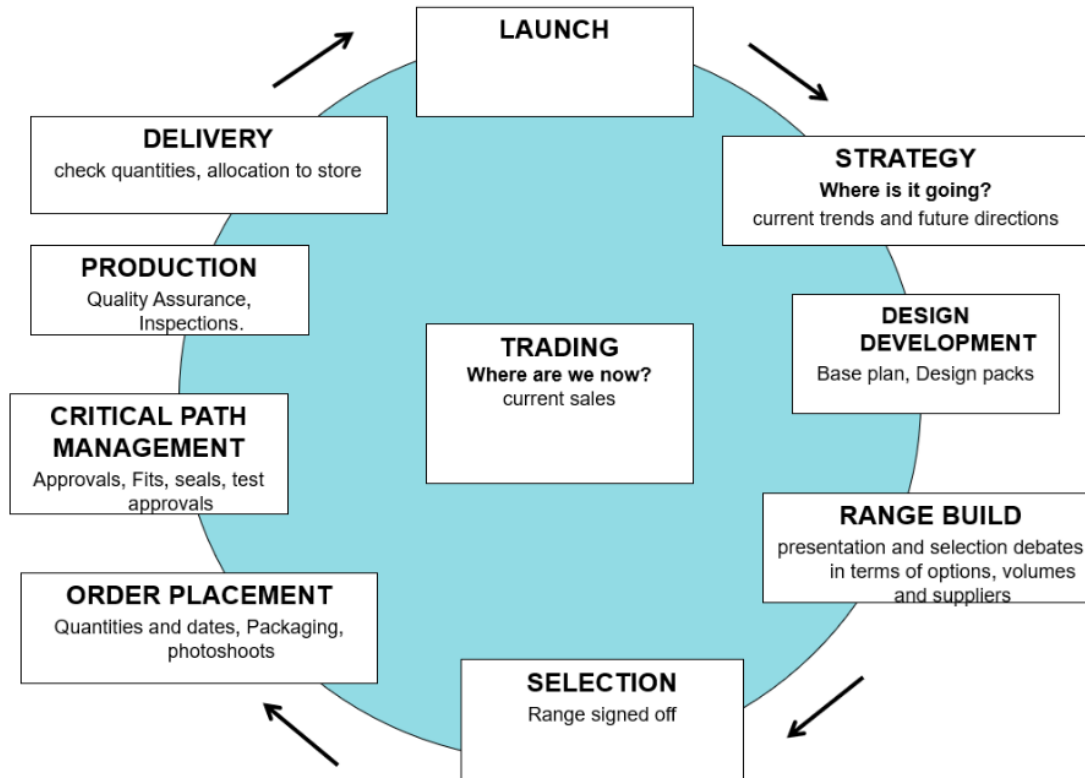
Today's lecture slides and video will be available on Learning Zone by end of today.



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Any Questions or Comments?

The Buying Cycle



During this module, we will:

- Understand what it is to be a buyer
- Look at the buying cycle
- Examine each part week by week
- Explore relationships within the buying dept and further afield with suppliers and the customer
- Everything you have learned will be put into theory when you produce a report which is to be submitted in week 25

week	Dates	tutor	Lecture content	Times
1	6-Oct-23	CM	Intro to module and Assessment briefing	11am-1pm 3pm-5pm
2	13-Oct-23	CM	Buying cycle and Global fashion industry	11am-1pm 3pm-5pm
3	20-Oct-23	CM	Strategy & Base Plan	11am-1pm 3pm-5pm
4	27-Oct-23	Phil from	Phil from CELL: understanding the brief	
5	3-Nov-23	CM and G	1. Lecture - Design Development 2. Gues speaker from the industry	11am-1pm 2pm-3pm - guest 3pm-5pm
6	10-Nov-23	Enhancement week	Enhancement week	
7	17-Nov-23	CM	Range building	11am-1pm 3pm-5pm
8	24-Nov-23	CM	Sourcing & Transparency	11am-1pm 3pm-5pm
9	1-Dec-23	CM	Best practice	11am-1pm 3pm-5pm
10	8-Dec-23	CM	Compulsary tutorials online - students to present retailer & product	9am-1pm 2pm-5pm
11	15-Dec-23	CM	Compulsary tutorials online - students to present retailer & product	9am-1pm 2pm-5pm
12-14		Xmas break	Xmas break	

15	12-Jan-24	CM	Project rebrief Q+A. Applying Critical thinking	11am-1pm 3pm-5pm
16	19-Jan-24	Phil from	Phil from CELL: Critical analysis and evaluation	
17	26-Jan-24	CM	Selection & Sign off Meetings	11am-1pm 3pm-5pm
18	2-Feb-24	CM	Critical path management	11am-1pm 3pm-5pm
19	9-Feb-24	Emily from	Emily from CLASS: Referencing, report layout	
20	16-Feb-24	CM	Rebrief and Q+A	11am-1pm 3pm-5pm
21	23-Feb-24	CM	Recap on content from this module and how to apply to project	11am-1pm 3pm-5pm
22	1-Mar-24	CM	Tutorials online	9am-1pm 2pm-5pm
23	8-Mar-24	CM	Tutorials online	9am-1pm 2pm-5pm
24	15-Mar-24	CM	Tutorials online	9am-1pm 2pm-5pm
25	18-Mar-24	HAND IN	Hand-in by Midday 18th March 2024	

Lessons details - (useful for accessing videos of lecture content on Blackboard)

Week 1 - Introduction & Assessment Briefing

This lecture contains vital information about the module and what to expect. It also includes the project brief and how to prepare.

Week 2 – The Buying Cycle & Global Fashion Industry

Introducing the Retail Pyramid, Customer Profiles, Functions within the Buying Dept, Stages of the Buying Cycle and their purpose. Overview of Critical path from base plan to delivery. Students will also be introduced to an example how to start their planning.

Week 3 – Strategy & Base Plan

How to use information to form strategy for the future ranges: Lessons Learnt, Comp Shops, Current Trends, sales info/best sellers & dogs, product mix, political & social influences. Budgets & financial targets. Option count and size spec review.

Week 4 – Phil from CELL (Centre for English Language Learning)

This session gives you the opportunity to look in detail at any part of the course which students' require further support with language.

Week 5 – Design Development & Industry Guest

The lecture will look at each stage of the Design Development process and how the info gained from Strategy & Base plan is used to form design briefs.

A guest from within the industry will give an overview of their experience working within fashion and be available to take questions and further discussions.

Week 6 – Enhancement week

Week 7 – Range Building

This lecture will look at how the buying team will assess what styles should be selected to present as the range and what factors are taken into consideration during the process: Range plan, product mix, financial inputs, sample evaluation, costings and margin mix.

Week 8 – Sourcing & Transparency

We will look at possible sourcing routes available to retailers and regional strengths & weaknesses. Transparency is also becoming an important part of sourcing strategies. We will look at what is involved and how retailers are held to account for their sourcing behaviours.

Week 9 – Best Practice

During this lecture we will look at past papers and discuss what is expected in the compulsory tutorials.

Week 10 & 11 – Compulsory Tutorials

You will be sent a link for a Teams tutorial where we can discuss the progress of your report & research.

Week 12-14 – Christmas Break

Week 15 – Project Rebrief Q&A

We will re-cap what we have learned so far and re-look at the project brief. This is also an opportunity to ask questions and discuss your own research.

Week 16 – Phil from CELL

Phil will discuss critical analysis & evaluation and how you should incorporate it in to your own work.

Week 17 – Retailer Selection & Sign Off Meetings

We will look at the purpose of these meetings and what is involved, plus how the teams prepare for them.

Week 18 – CP (Critical Path) Management

We will look at the process from PO raising through to delivery. What is involved, what can go wrong and how buyers manage the process of product development through to delivery.

Week 19 – Emily from CLASS

Week 20 – Re-brief and Q&A

A chance to discuss your work to date.

Week 21 – Re-cap

Review content from this module and how to apply it to your project.

Week 22 - 24 – Online Tutorials

Teams links will be sent to each student

Week 25 – Hand-In

Hand in date is **MIDDAY** 18th March 2024. Please do not leave to last minute and allow time for any technical issues. Ensure you are uploading the correct documentation and it is the completed version.

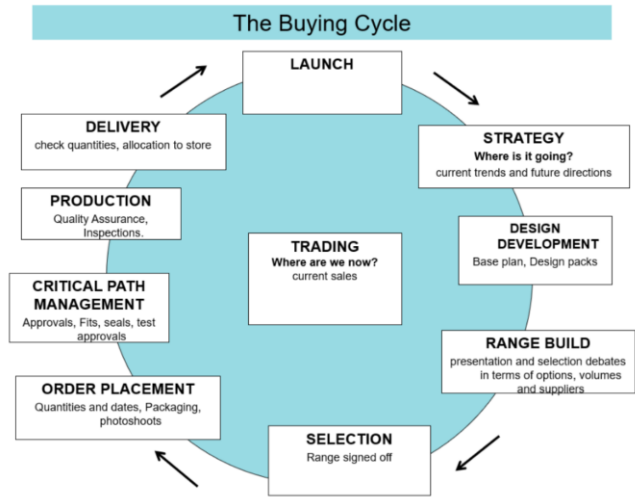
- Each week we will be looking at a different step of the buying cycle
- If at any point during the lesson there is any confusion, please raise your hand and let me know or email me through the week if you'd prefer to discuss 1 to 1.
- Email Claire.Marsh@dmu.ac.uk I will check my inbox on a Tuesday & Thursday and respond accordingly
- Feel free to ask questions or share opinions as we go along - if you're not sure, you're probably not the only one!

About Me:

- Graduated in Textile Science
- Have worked in the fashion retail industry for 25 years in design, buying and sales
- With most UK and some European retailers on buying and supply
- I LOVE my job and the diverse roles involved in the buying cycle
- I'm really excited to learn from you all and understand your experiences in fashion and how you see the industry in the future
- I enjoy sharing my experience and helping people to achieve their goals. Please give feedback on lesson content, delivery or anything which will help you.

MODULE ASSESSMENT

ASSESSMENT BRIEF	FBUY3000	FASHION <u>CONSUMER</u> AND <u>MARKETPLACE</u>		
CREDIT VALUE: 30 Credits	WORTH: 100% of module	TYPE: Written Report 4000 words and 500 word reflective synopsis +/- 10%	ASSESSORS: Claire Marsh & Karen Hickenbotham	HAND IN: Week 25 Monday 18th March 2024 12pm midday via Turnitin
BUYING CYCLE REPORT				



ASSESSMENT BRIEF : Buying Cycle Report

Hand in week 25 (Monday 18th March 2024, midday)

RATIONALE

To remain competitive, fashion retailers need to ensure they not only develop commercial product, but ensure they deliver to the right place at the right time, profitably. To achieve this, retailers strategize and follow a logical cycle to ensure successful and effective product is planned, developed, sources and manufactured to meet the demand of their target customer.

This assessment will widen your contextual understanding of the buying cycle.

Any Questions or Comments?

YOUR TASK

Produce a report of 4000 words (+/- 10%) which demonstrates your critical understanding of the processes of the Buying cycle and suggest future recommendations for the retailer. This must be written in third person.

In addition to this you are required to give a 500 word (+/- 10%) reflective statement of your understanding of each element of the buying cycle. Reflecting on the areas you struggled with and how you overcame these barriers. This can be written in first person.

AIM: To research, critically analysis and evaluate a product and retailer through each process of the Buying cycle, then give a reflective summary of your learning journey.

Any Questions or Comments?

OBJECTIVES:

1. Choose a clothing retailer who sells in the UK
 - a. Retailer example: H&M, Zara, Tesco, M&S, Primark, Reiss, COS, All Saints
2. Choose a clothing product from the above chosen retailer
 - a. Product example: T-shirt, trousers, jacket, jeans
3. Devise a report structure to communicate your findings (see pages 10 & 11)
4. Conduct secondary research by evaluating other retailers (L.O.2) – Competition, Trend analysis, Country of Origin, Design/manufacture processes, Marketing and promotional activity, Customer Profile, Sourcing Strategy.
5. Apply your product to the Buying cycle process.
6. Develop essential buying information for your product – Costing information, critical path, Range plan, transportation method, retail outlet method.
7. Conclusion - what has your research lead you to conclude? Review with a SWOT analysis and recommendations for improvements. What are your predictions and recommendations for the next 3 years relating to your retailer? (L.O.4)
8. 500 word reflective statement - Reflect on your journey through the module, referring to the processes of the buying cycle, which elements were your strengths and highlight how you overcame any weaknesses. This can be written in third person.

Retailer



Any Questions or Comments?

REPORT FORMAT

Produce a digital report of a max 4000 words +/- 10%

Wordcount from Introduction to end of Conclusion, not including figures and tables.

Consider the accessibility of your work (use font size 12 and 1.5 line spacing) and make sure any figures are readable.

The body of your assignment should be written in third person.

Use the following as a basic guide to your contents page and structure;

Front page

- Title
- Module code (FMAN3000)
- Module Name (Fashion Buying Management)
- State Chosen Retailer
- State Chosen Product
- Students name
- Students ID

Contents

- List of figures
- List of tables
- Introduction

Include the stages of the Buying Cycle as part of your contents and use to show critical thinking:

- Buying Cycle overview
- Retail pyramid
- Customer profiles
- Roles & responsibilities of Buying dept
- Purpose of the Critical Path and examples of possible issues and suggestions to resolve them
- Strategies (market trends/comp shops, sales information, supplier intel, political & social influences)
- Design & Trend (influences)
- Range Build (base plan, option count, best & worst sellers, product mix, budgets/financial targets, the range plan)
- Sampling & fit process
- Sourcing (supplier analysis, regional strengths & weaknesses, lead times, sustainability and ethical policies)
- Quality Assurance & testing requirements
- Production & delivery from factory to retailer

Discussion – pull your research together and link your sections

- Conclusion – what are your learnings about your retailer and product of choice?
- Recommendations – what can they do to improve their business? How will they do this? What will it achieve? Give examples to support your suggestions.
- 500 word reflection of your understanding of the buying cycle processes
- Reference list
- Appendix
- Self-assessment form

Make sure you use Harvard Referencing format - <https://library.dmu.ac.uk/refguide/harvard>

Any Questions or Comments?

NOTES;

Appendices

Appendices should be used to show a copy of primary research findings and any further supporting evidence which may not be deemed appropriate to include within the main body of the report. Any large or detailed findings which would disrupt the flow of reading should be placed in the appendices. All material in the appendices should be referred to within the main body of the report.

Visual imagery

You are strongly encouraged to use visual imagery throughout your report. Please ensure they are correctly titled 'figure number. Description (source, year)' as per the Harvard referencing method. All figures must be listed within the 'list of figures' placed at the beginning of the report, after the contents page.

References

You are encouraged to read and research as widely as possible to better inform your knowledge and your work. References must be included within the reference list and presented in alphabetical order as per the Harvard reference method. Visit <https://library.dmu.ac.uk/refguide> to help get your referencing correct.

Hand in

The hand in is Week 25, date **Monday 18th March 2023 12pm (midday)** by Turnitin accessible from the FMAN3000 blackboard shell. Please ensure you leave adequate time to submit in a case of technical difficulties (e.g. 24 hours before hand in).

Any Questions or Comments?

MARKING CRITERIA / RUBRIC

MARKED ELEMENT	WORTH	DESCRIPTION
Presentation	10%	Professional presentation of your work. Well written using high level academic language in the third person. Strong structure and flow. No spelling or grammatical errors. Information presented in an effected way to include visuals. Referenced correctly throughout and complete Reference list to Harvard style.
Research	30%	Contextualise the product though implementing secondary research and applying to the processes of the Buying Cycle. (LO1)
Analysis	40%	Critically analyse the processes and evaluate links and anomalies. Add your critical analysis and reflection of the Buying Cycle (LO2)
Conclusions and recommendations	20%	Summarise the products journey through the Buying Cycle then develop a set of recommendations for the retailer to revise and improve their processes or product offer based on your findings. Include a reflection of your research and how it could have been improved. (LO2) (LO3) (LO4)

Developing Critical Thinking

1. KNOW: What is the statement / need / problem / aim? Who wrote this? When was it written? Where is this happening?

2. UNDERSTAND: What has been said? Are the sources wide and credible? Is there bias? Who does it involve or affect?

3. CONSIDER: Why has this been said? What methods and processes have been used? What reasons are given? What has been considered? Is anything missing? What other sources can add to this?

4. ANALYSE: Is what has been said fair? What do you think about this? How does it compare to other work? Are the methods and processes used comparable and appropriate?

5. EVALUATE: What does this mean? Is this relevant, and to what? What are the recommendations?

6. CREATE: Produce new findings / outcomes based on your study.

LOW LEVEL

Knowing what you see is easy. This can be seen as repeating information that you find.

Understanding what you see takes a little more thought. This can be seen as interpretation, discussion, or paraphrasing.

Considering what you see helps to identify the strengths and weaknesses, and gaps in the research / process

Analysis is a skill that shows a deeper level of thinking about what you see and if it is good or can be improved. Think about what level of comparison you carry out when buying a mobile phone.

Evaluation can show a higher level of thinking when you summarise work and the findings

Creating something based on the previous work should lead to the best outcome and show evidence of the use of the whole range of skills.

HIGHER LEVEL

Apply Critical Thinking to FMAN3000

KNOW - you know your retailer exists and you know that they decided to sell a black printed t-shirt

UNDERSTAND - we will learn how to understand how the buyer may have decided to sell the t-shirt

CONSIDER - why the t-shirt looks like it does and if this was the original intention of the buyer

ANALYSE - Look at the competition. Do they have anything similar?

EVALUATE - Do you think the competition is better or worse? Why?

CREATE - Give your thoughts on what the retailer could do in the future and lessons learnt

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Develop your research so that you are able to answer the below questions. The week numbers relate to when this topic will be discussed.

Questions you should be able to answer direct from lecture materials:

1. What are the roles of a buyer, merchandiser & designer? (week 2)
2. What kind of political & social issues/topics will influence your retailers strategy? Why? (week 8)
3. What is the purpose of a critical path and what steps are considered? (week 18)
4. What time frame is covered by the critical path? (week 18)
5. What problems can occur during CP (critical path) management? (week 18)

Answers for the below will need you to carry out research based on information received in lectures:

1. Which retailer are you going to research? (week 2)
2. What product will you focus on? (week 2)
3. Who are their competitors? (week 2)
4. What is their customer profile? (week 2)
5. What are your observations on the fit process at your retailer? (weeks 3 & 5)
6. What are the design & trend influences for your retailer? Why do you think this? (week 5)
7. From what you have learned about the Range Build process, what observations when researching your retailer? Why do you think this? (week 7)

8. What are your observations on QA (quality assurance)? (week 8)
9. Can you identify a decision made for cost reasons which has been detrimental to the product or range? (week 17)
10. Can you identify any problems which may have occurred in the CP (critical path) process which is reflected in the product or what you see in store? (week 18)

Example Retailer



Example Product



Curly Borg Mid Length Coat

£32.00

2 colours



Homework

Visit a few stores and look at:

- Customers
- Size ranges
- Clothing labels – country of origin
- Care instructions

Have in mind a retailer and product for next weeks meeting. You can change your mind after next week!

Any Questions or Comments?

Thank you & see you next week!